

The Path Forward

For New & Growing Non-Profit Organizations



April 2009

Tips for Writing Effective Web Content

- Include a specific call to action
- Say what you are doing
- Say what you are doing with donated funds
- Include first-hand stories written by or about your clients, staff members, and volunteers
- Use common easy to understand language
- Give clear directions for what the reader should do next
- Make it easy to skim– use bullets and lists
- Get someone to edit it who is not as close to the project/text as the writer is or hire a freelance writer to compose the text

Valuing Volunteer Hours

Attaching a dollar amount to volunteer hours is a standard way for nonprofit organizations to demonstrate the involvement of their community and constituents. The Independent Sector at www.independentsector.org lists the average value that one hour of volunteer time is worth per state in a table. The national average value of one dollar of volunteer time is \$20.25.

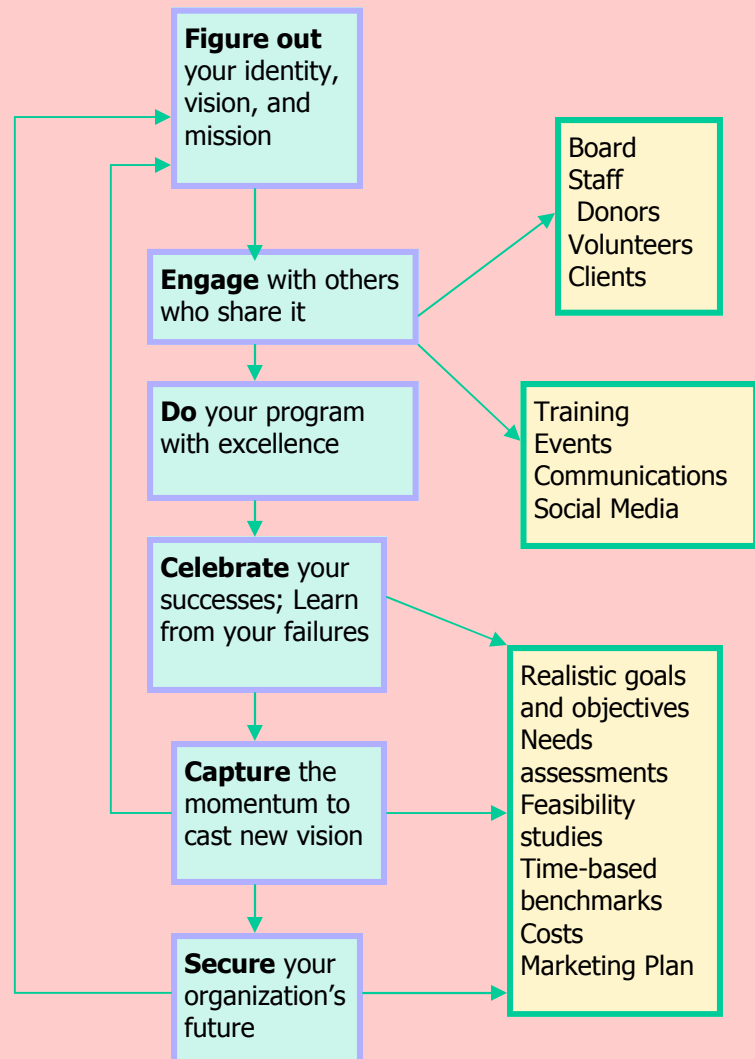
More Access to Grant-funders

This month I up-graded my subscription to the Foundation Center Online to the highest access available. That means that when you ask me to do research to find prospective grant-funders, I can search more than 96,000 foundations and corporate giving programs. The software allows me to find who gives where and at what level very easily. It enables a much more targeted search. Even with the difficult economy, foundations are still obliged by their agreement with the Internal Revenue Service to give away 5% of their assets so don't be discouraged in your search for grants—just make sure that your organization is ready to compete because you've done the hard work of strategic planning and building a consistent, growing base of individual donors. Call me if you are not sure about whether you are ready to receive a grant.

Changes to TeamLesley.com

I've stream-lined my web-site and will be adding more specific information for nonprofits so take a look and come back every so often ☺.

A Nonprofit Organization's Growth & Development



This chart is meant to portray a recurring cycle for a thriving nonprofit organization. In fact, you could be at different levels at the same time. One program may be in progress while another is in the planning stage. A new opportunity or situation may force a re-evaluation of your mission and vision. A healthy organization is poised for success and growth. If your organization is stuck and no one seems to know the next step forward, it's time for us to talk about your plan for transition and break-through.

"Not until a question comes puzzling and troubling us so as to paralyze the energy of our obedience is there any necessity for its solution, or any probability of finding a real one" -George McDonald

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